

**MEN'S NIGHT
SWEETS.** made of
Amoskeag 1501 out-
ing—it is much heav-
ier—compare—and it
only costs the same
price.

LADIES' GOWNS.
made of heavy out-
ing—better compare—
you can buy cheaper
ones but you CAN-
NOT get better ones
anywhere.

LADIES' GOWNS,
made of heavy outing
—better compare—
you can buy cheaper
ones but you CAN-
NOT get better ones
anywhere.

MAJOR PICKERING LEAVES LA CROSSE FOR PENNSYLVANIA

Instructor of Field Artillery
Given Big New Detail in
Philadelphia

Major James A. Pickering, who for the past year has been detailed with the field artillery of the Wisconsin National guard and has served as instructor for the La Crosse command, has been detailed as official instructor of the state of Pennsylvania and assigned to the 10th regiment of field artillery, with headquarters at Philadelphia.

Major Pickering served the La Crosse field artillery command in efficient manner and made many friends during the year he resided in this city.

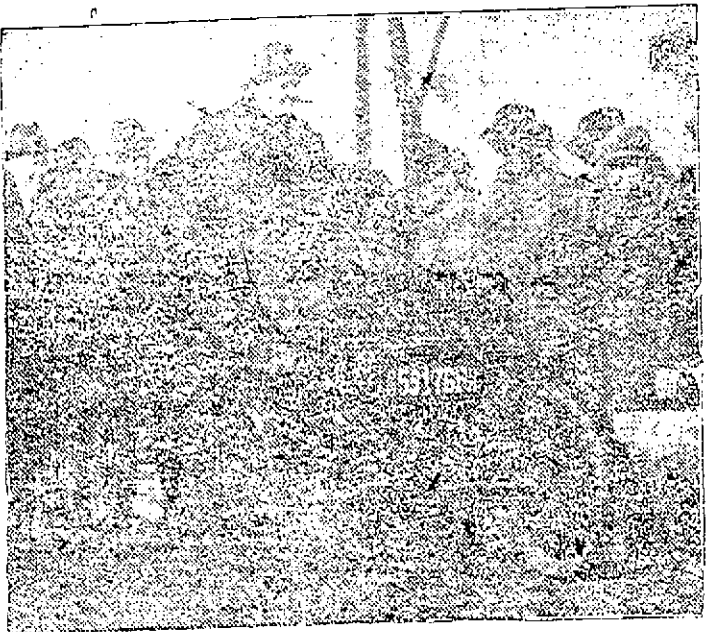
AMERICAN LEGION TO BE ENTERTAINED TUESDAY EVENING

The American Legion meeting of February 7th is going to be an entertaining one, as a program prepared for the occasion. Miss Gladys Miller, formerly of the professional stage and at present in La Crosse, marketing the "Historical History of the World War," a work put out by the war service department, will stage an entertainment of dancing and singing. Walter Morkel, well known local musician and violinist, is going to bring along his dummies and show the boys a few tricks. Clarke's orchestra will be there with their live wire music, and all American Legion members in good standing are urged to be present.

to be present. Members are requested to bring their membership cards and let them remain 24 hours—they along and present them at the door.

Stains
Kerosene stains can be removed with fuller's earth. Cover the stain with fuller's earth. Cover the stain with fuller's earth. Cover the stain with fuller's earth.

BARNEY OLDFIELD WINNING THE "OLD TIME CAR" RACE AT THE OPENING OF THE CHICAGO AUTOMOBILE SHOW



Twenty Years' Experience With Tires

Early in the career of Barney Oldfield, "Master Driver of the World," he suffered an accident through a collapsing tire. From that date, tires became his study—the race track his laboratory.

Various tire manufacturers built tires to his specifications. These he wore out by the hundreds. After which, each was subjected to a rigid inspection. Any flaw was corrected. Each new tire was an improvement over its predecessor.

"I give my tires their full share of the credit of my being here today," says Barney. "During the last four years of my racing, I rode on tires that were, I proved to my full satisfaction, the best and most trustworthy tires in the world."

Today, the Oldfield Tire Company is building for you, even better tires than those. Long ago they passed the experimental stage. They have merited the confidence of thousands of users. Run an Oldfield alongside your present choice. Compare them. We'll leave it to you.



**THRIFT
TIRE CO.**

122 Main St.

Income Tax Service

We wish to announce that we have engaged F. P. COOK, expert accountant, to assist you in preparing your Federal tax return. This service will be rendered without charge, and available on and after February 15th.

The National Bank of La Crosse

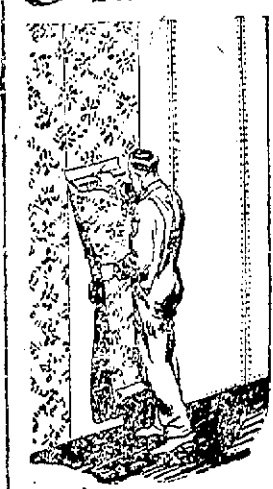
For Strong, Healthy Children Use Holstein Herd Milk

from Federal Tuberculin Tested Cows.

HYDE & FUNK

Phone Sam Hyde, 720-A.

US SHEETROCK The FIREPROOF WALLBOARD



For walls and ceilings of new buildings as well as for repairs and alterations—the ideal material is Sheetrock.

Sheetrock, made from rock, is fireproof and cannot warp or buckle. It is resistant to heat, cold and sound. It takes any decoration you prefer—paper, paint or panels.

Let us show you Sheetrock.

**C. L. COLMAN
LUMBER CO.**
La Crosse, Wis.

COUGHS SIGNIFY TROUBLE

Menthol, derived from the peppermint plant, is one of the most effective alleviating remedies known to mankind. It is universally used by nose and throat specialists as a natural healing agent to soothe the irritated and inflamed membranes.

Dean's Mentholated Cough Drops are compounded with just the proper amount of menthol and pure cane sugar to make them doubly effective. Pleasant to taste—always beneficial. Now 5c. No war tax. Dean Medicine Co., Milwaukee, Wis.



Women Who Know BIG BARGAINS!

In They Come by the Hundreds
To MUTCHOW BROS. & PRUESS' BIG SALE!

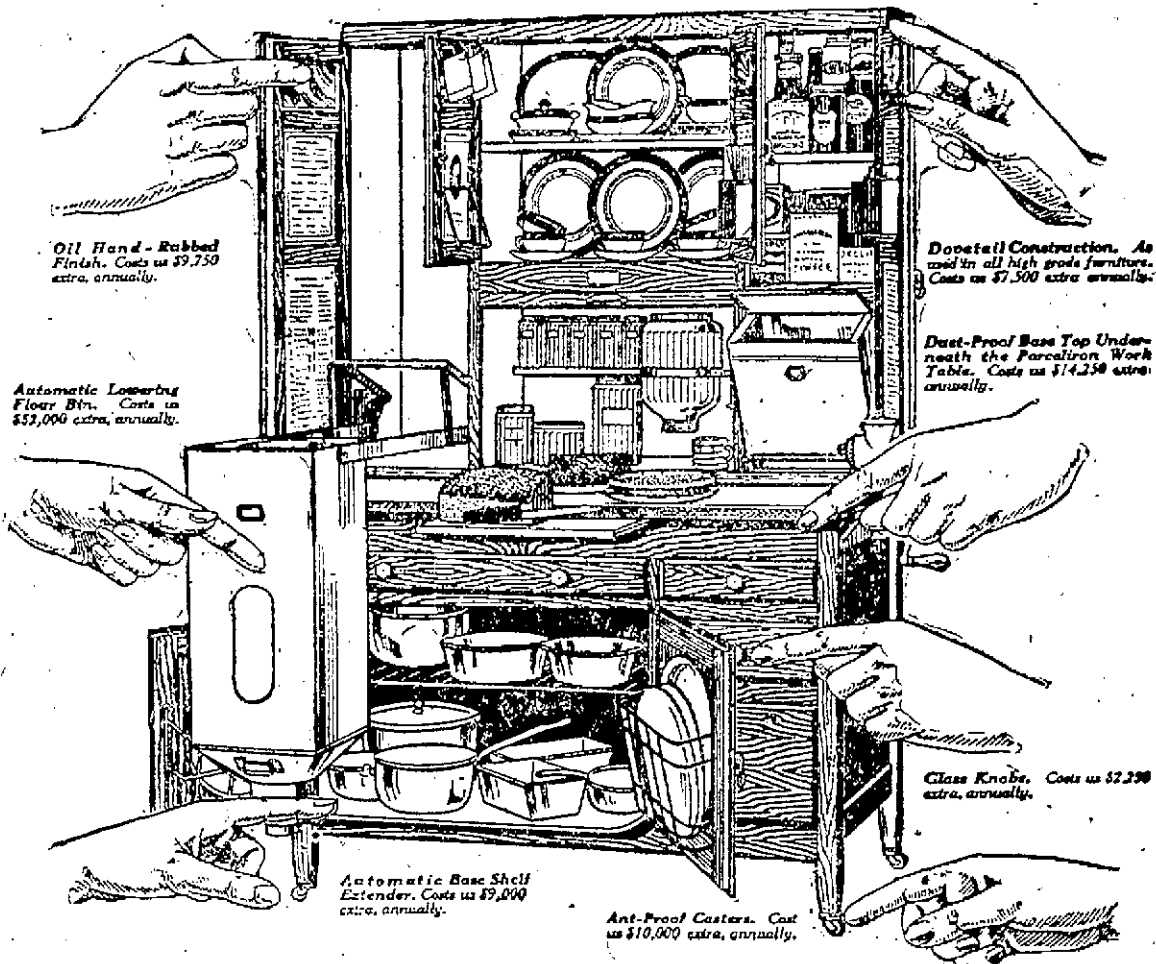
Go Where the Crowds Go

There Must be Something That Attracts

It's Just This:

BIGGEST BARGAINS IN LA CROSSE

DON'T MISS COMING! IT'S SIMPLY GREAT!



\$100,000 a Year to Insure Convenience

Come and See the Sellers

WE want every woman interested in making housework easier to see and inspect the beautiful Sellers Kitchen Cabinet—generally voted the world's most convenient kitchen cabinet.

We want you to see how and where have been added special improvements which cost

the manufacturers over \$100,000 extra each year, and which make the Sellers the ideal of thousands of women.

These are not mere features, made for selling purposes. The conveniences to which we refer are major improvements of vital need—never before combined in any cabinet. Found only in

SELLERS KITCHEN CABINETS

"The Best Servant in Your House"

The famous Automatic Lowering Flour Bin—a "Sellers" invention, is conceded the most important improvement ever made in a kitchen cabinet. \$52,000 extra each year, more than ordinary flour bins cost, is the price paid to supply this convenience.

The Automatic Base Shelf Extender—which costs \$9,000 extra each year—the Ant-Proof Casters, a \$10,000 extra feature—the Oil Hand-Rubbed Finish, costing \$9,750 extra each year—Dust-Proof Base

Top underneath the Sanitary Porcelain Work Table are others. Altogether there are 15 long-wanted improvements never before combined in any cabinet.

Yet the Sellers costs you no more than any good cabinet. Any average home can afford one. We will gladly arrange terms to suit your income.

Come in today and let us demonstrate the Sellers for you.

Priced from \$35.00 to \$75.00

Placed in your home for \$1.00 down and \$1.00 a week.

Boyer-Furber Furniture Co.

Complete Home Furnishers.

511-513 Main St.

Your Credit is Good.

BENTON
ELECTRIC CO.
 (DISTRIBUTORS)
 222 Main St., La Crosse, Wis.

DON'T FAIL TO HAVE THE Hamilton Beach Vacuum Cleaner

with the powerful suction Motor Driven Brush demonstrated in your home
FREE during this week.

This "Labor Saver" gets **ALL THE DIRT** and does it without the slightest whimper, because in this machine you have everything that a woman desires when she purchases a Vacuum Cleaner.

It is the greatest value on the market today in the Vacuum Cleaner line.
 It is made by the largest company making "Motored appliances" in the world
 —The Hamilton Beach Company of Racine, Wisconsin.

It is sold by a "Live Merchandising Organization" who not only know the Electrical Merchandise they sell, but who also **SERVICE FREE** every appliance that leaves their store.

The **HAMILTON BEACH** must be seen to be fully appreciated, and a **PHONE CALL** to 444 will gladly bring it to your home for a demonstration.

"BETTER ACT NOW THAN BE SORRY LATER."

Rivoli Electric Shop

CLARK & BRACKEN

Electric Wiring and Repairing.

PHONE 444

"THE RIVOLI BLOCK IS THE PLACE TO SHOP".

219 cubic feet of air
 every minute, at a mile-a-minute
 speed, makes the attachments
 tremendously efficient

LA CROSSE FOLK IN 'FRISCO MAY RIDE IN AIRPLANE FOR NICKEL FOR AN EIGHTH OF AN AIR MILE

FIVE cents for an eighth of an air mile, that is what La Crosse folks, the Burlington at Onalaska, some who live in San Francisco, or who years ago, he is now station agent visit there have to pay for a ride in an airplane.

The longest flight in the commercial passenger planes is from San Francisco to Salt Lake City, flying time, eight hours and 30 minutes, price \$400. The shortest flight, from San Francisco to Santa Rosa, takes 45 minutes and costs \$20.

Irving Van Loan, son of John Van Loan, who lives near the Salzer aviation field, sent his father one of the plane schedules with the prices for each trip lined up like a Sparta bus line chart. Mr. Van Loan hasn't ridden in the planes, but his children have and they say it is great stuff.

Florida, steps are being taken to inaugurate an airplane passenger service between Chicago and Minneapolis, with La Crosse a possible stopping place. Since the government airplane mail service has been discontinued, a group of about 30 Minneapolis business men have been at work on plans for an airplane passenger, mail and freight service from Minneapolis to La Crosse and Chicago.

W. Evans of Minneapolis is president of the new company.

Last week Mr. Evans left for Europe to investigate airplanes suitable for the service. "We propose to put into operation two large passenger ships with a capacity of 12 persons, and one ship which will hold five persons," said Mr. Evans. "We are now working on a proposition to obtain an air mail contract between Chicago and Minneapolis. We anticipate the mail contract will pay the running expenses for the service while the passengers will represent the profits."

NEW OLD JOURNAL IS UNEARTHED

The State Historical Society has recently secured the loan of a diary kept in the years 1840-41 by Frederick J. Starin, later for many years

a resident of Whitewater. Mr. Starin, a well-educated youth of nineteen, came to Wisconsin from New York State in the spring of 1840, landing at Milwaukee. Thence he walked to East Troy, which he described with its beautiful lake, rode on a wagon to Whitewater and described the beginnings of that place; took a trip across Dark River into the forest and described the beginnings of sawmilling operations there. Later he made the trip from Whitewater, via Madison, to Port Winnebago and used his pen cleverly in depicting all that he saw on the way. On his travels from Whitewater through Walworth County to Illinois, he saw and committed to his journal, accounts of numerous places—Elkhorn, Geneva, and others. Still later he traversed the road from Whitewater to Racine, stopping at the villages along the route and describing them. He taught school in Racine during the winter of 1840-41. He made numerous trips to Milwaukee for the purpose of entering land at the land office. He traveled over some other portions of the state, describing the prairies, the openings, the heavily timbered lands, usually locating himself by reference to range, township, and section. Mr. Starin was a beautiful penman and a delightful writer so that we have in this journal a kind of kaleidoscopic picture of the settlements of southeastern and southern Wisconsin, and of many of the favored places which were soon to receive settlements. It is a valuable source and has not hitherto been used.

Taken in Turn
"Let's see, whom were we discussing?" "I forget! Who went out of the dressing room last?"—London Mail.

Find the Way

to your best girl's heart through her sweet tooth.



Funk's
Chocolates

are the accepted messengers of tender sentiment.

PIMPLES ON FACE AND NECK

Itched and Burned. Lest Rest. Cuticura Heals.

"Pimples broke out on my face and neck. They were hard, large and red, and itched and burned causing me to scratch and irritate the affected parts. My face was disfigured for the time being, and I lost my rest at night because of the irritation."

The trouble lasted about a year. I sent for a free sample of Cuticura Soap and Ointment which helped me so I purchased more and was healed, after using three cakes of Soap, together with the Ointment. (Signed) Miss Minnie Zimmerman, 809 Holloway St., Akron, Ohio, Sept. 13, 1921.

Use Cuticura for all toilet purposes. Sample sent free by Mail. Address: "Cuticura Laboratories, Dept. 4, Malden 18, Mass." Sold everywhere. Soap 25c. Ointment 10c and 50c. Tubular 50c. Cuticura Soap shaven without mug.

Which pleasures do you want from YOUR phonograph?



Broadway Hits



Greatest Artists



Music's Benefits

The NEW EDISON

THE New Edison will put your home 9 to 90 days ahead with the songs and dances. For Edison is FIRST with Broadway hits.

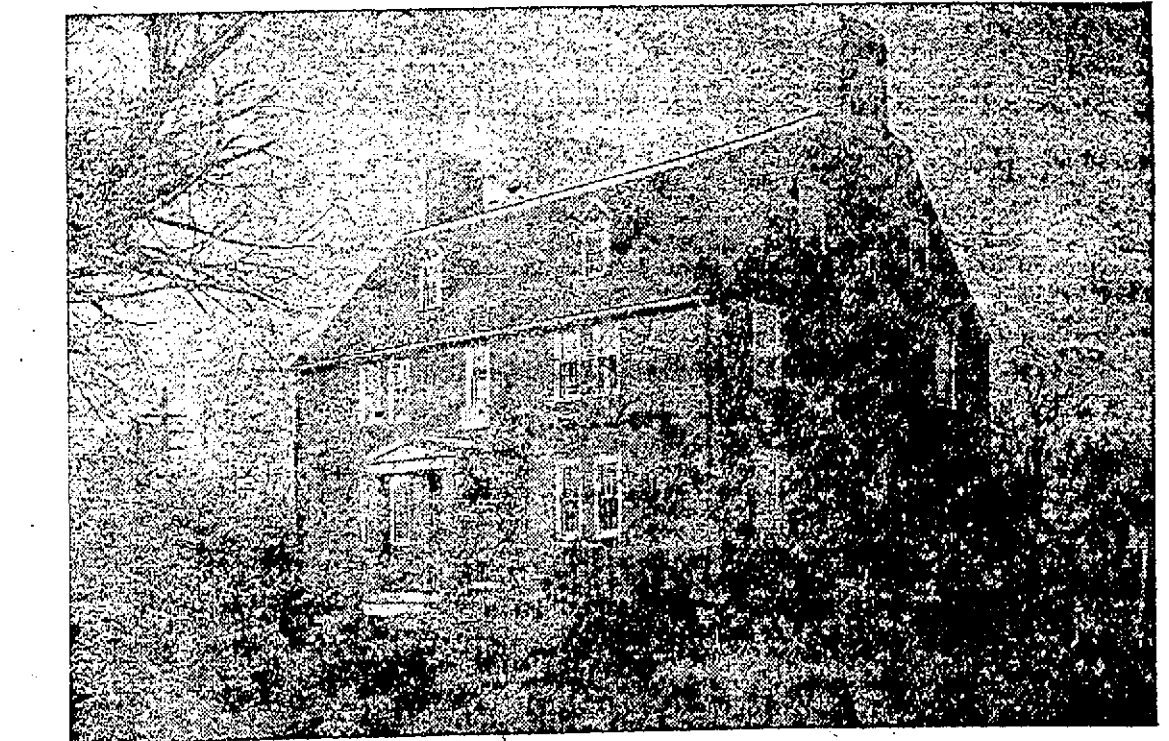
The New Edison will bring your home the greatest vocal and instrumental performances, enjoyed in American homes today. For only the New Edison gives an artist's performance without adding something, without subtracting anything. Only the New Edison sustains the test of direct comparison, with living artists.

The New Edison will enable your home to utilize music's power to soothe you when nervous, cheer you when depressed, refresh you when fatigued. For it brings all of music's benefits.

Come in. Hear for yourself, how much more of the pleasures in music you'll enjoy, if you have a New Edison.

BERGH PIANO CO.

Fourth and Jay Sts. La Crosse, Wis.



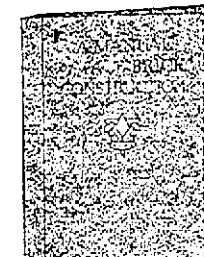
MASONRY-BUILT Nearly 300 Years Ago



Book 43—"The Story of Brick." An interesting, illustrated book of the history of brick, and essential information for a plan to build. Sent free by The American Face Brick Association, Westminster Building, Chicago, Ill.



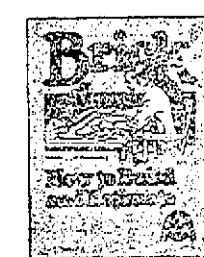
Book 44—"The Home of Beauty." Fifty of the best designs, with floor plans, for medium-size brick houses, submitted in country-wide architectural competition. Sent postpaid for 50c by The American Face Brick Association, Westminster Building, Chicago, Ill.



Book 45—"Manual of Face Brick Construction." A practical handbook of correct building methods. Also contains many valuable building facts. Sent postpaid for \$1.00 by The American Face Brick Association, Westminster Building, Chicago, Ill.



Book 46—"Brick for the Average Man's Home." Thirty-five designs in color, with floor plans, for brick homes and two-family houses. Also contains much good building advice. Sent postpaid for \$1.00 by The Common Brick Industry of America, School Building, Cleveland, Ohio.



Book 47—"Brick—How to Build and Estimate." 22 complete treatises on brick construction. Details of detail work, strength of brickwork, improvements, estimating tables. Textbook in Universities. Postpaid for \$1.00 by The Common Brick Assoc., School Bldg., Cleveland, O.

THIS sturdy old house was built at Medford, Massachusetts, in 1632 for Governor Craddock of the Massachusetts Bay Colony. It is one of the oldest dwellings in the original portion of the United States. For nearly three hundred years it has withstood the ravages of time and weather and is today a comfortable home and a living monument to the durability of masonry construction.

The Economy of Permanence

Building with brick or hollow tile secures you a home that endures. The Craddock house has outlived four or five ordinary houses. This indicates the vast amount of money saved by masonry.

Appraisers estimate the life of a Masonry-Built Home as one hundred years, figuring 1% a year for depreciation, as against fifty years for frame at 2% annual depreciation.

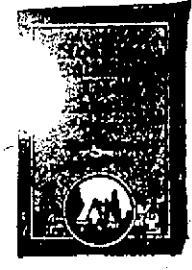
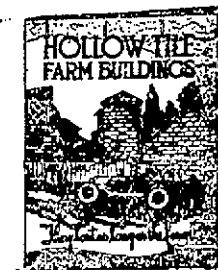
Maintenance, which includes painting, repairs and general upkeep, and is distinct from depreciation, is calculated at 1/2% a year for the Masonry-Built Home, and 2% to 3% for frame. The great economy of permanent, masonry construction is self-evident.

Comfort and Enjoyment of the MASONRY-BUILT HOME

Aside from the economy, Masonry-Built Homes afford utmost healthfulness, enjoyment and comfort. The firm, enduring walls mean coolness in summer and warmth in winter. They preserve dryness. Fuel is conserved. The unlimited variety of charming colors and textures offered in brick gives boundless possibilities for delightful, individual home designs. And not to be forgotten is the safety and security from the fear and fact of fire.

These Books Explain the Building Problem from Your Point of View

Whether planning to build now or later on, you need the authentic information given in these valuable books. Although the selection of materials is the most important factor in building, it is often given the least consideration. For your own welfare, we advise you to send to the various Associations, as directed, for these books and learn some of the inside facts regarding building.



Book 60—"Hollow Tile for the Home." Actual photographs and floor plans of twenty-four houses and eight garages. Also contains many valuable building facts. Sent free by The Hollow Building Tile Association, Conway Building, Chicago, Ill.

Book 61—"Hollow Tile Farm Buildings." A complete treatise on the value of hollow tile on the farm, fully illustrated with actual photographs of farm buildings of all kinds. Sent free by The Hollow Building Tile Association, Conway Building, Chicago, Ill.

Book 62—"Hollow Building Tile Manual." Practical instructions with photographs and diagrams of correct hollow building methods. Sent free by The Hollow Building Tile Association, Conway Building, Chicago, Ill.

In The MOVIES

AMUSEMENT CALENDAR FOR THE WEEK

RIVOLI
Sunday to Wednesday—"Hail the Woman," two-reel Buster Keaton comedy, "The Playhouse."
Thursday to Saturday—Katherine MacDonald in "Strange Than Fiction," two-reel Christie comedy, "Reckless Sex."
MAJESTIC
Sunday—Buck Jones in "Bar Nothing," Ford Weekly, vaudeville.
Monday to Wednesday—"Salvation Nell," Fox News, vaudeville.
Thursday to Saturday—Jack Holt in "Grim Comedian," Fox News, vaudeville.
LA CROSSE
Tuesday and Wednesday—A. W. C. A. presents "Kathleen," a two-reel comedy.
Saturday and Sunday—"The Bat," a two-reel comedy.
RAVENS
Sunday—Five acts of vaudeville, Zane Grey's "The Man of the Forest," Paramount Magazine, Riviera orchestra.
Monday and Tuesday—Pauline Frederick in "The Lure of Jade," Mack Sennett comedy, "On a Summer's Day," Wednesday and Thursday—Sessue Hayakawa in "The Swamp," comedy, "The He Vamp."
STRAND
Sunday—Sessue Hayakawa in "The Swamp," comedy, "The He Vamp."
Monday and Tuesday—Zane Grey's "Man of the Forest," Paramount Magazine.
Wednesday and Thursday—Pauline Frederick in "The Lure of Jade," Mack Sennett comedy, "On a Summer's Day," Friday and Saturday—Joe J. Davling in "Kentucky Colonel," comedy, "In and Out."
CASINO
Sunday—Wm. Fairbanks in "Go Get Him," comedy, "The He Vamp."
Monday and Tuesday—Sessue Hayakawa in "The Swamp," comedy, "The He Vamp."
Wednesday and Thursday—Zane Grey's "Man of the Forest," comedy, "Chilly Romance," Paramount Magazine.
Friday and Saturday—Pauline Frederick in "The Lure of Jade," comedy, "On a Summer's Day."



JACK HOLT AND PHOEBE HUNT
in "THE GRIM COMEDIAN"
A GOLDWIN PICTURE

At the Majestic from Thurs. to Sat.

visits to the slums. She takes him into her fashionable home. Some splendid comedy situations arise as a result of the fact that 13-year-old Freddie falls in love with his beautiful protector.

Into the story is woven a clever plot that deals with the efforts of society to cope with criminals. When the police force of one of the larger cities fails to apprehend the Black Heart Gang, society takes a hand with the result that the gang is finally caught, but not until the audience has enjoyed many a thrill and many a gripping situation.

"SALVATION NELL," MONDAY
After a search of six months Pauline Stark was selected by Whitman Bennett to portray the title role in the screen version of "Salvation Nell," which is coming to the Majestic Theater tomorrow.

Although she is young in years, she has had a great deal of experience and Mr. Bennett and Director Kenneth Webb were unanimous in their enthusiasm over her work after viewing several productions in which she displayed unusual talent.

"Her eyes and facial expression tell a story of pathos and humanity," said Mr. Webb. "It is astounding in a girl so young, and yet it is all there exactly what Nell should be."

In choosing Edward Sheldon's play, Mr. Bennett planned to give it unlimited resources of time, expenditure and effort. The result is said to be the best production yet turned out at the Whitman Bennett studio.

"GRIM COMEDIAN," THURSDAY
Rita Weiman, the well-known short story writer and playwright has written her first original screen story. It is "The Grim Comedian," and will be shown at the Majestic Theater for three days, beginning Thursday. By a

strange coincidence, the leading woman in Miss Weiman's screen story, Phoebe Hunt, is not only making her debut as a motion picture actress, but has also played the leading part in Miss Weiman's stage drama, "The Accidental," which she plays on an entirely single, naive manner. Jack Holt is a villain whom one cannot entirely hate; Bert Woodruff, an old stage doorman whom all the chorus girls love; and John Harron, brother of the late Bobbie Harron, is a young artist who rushes headlong into a love affair.

PAULINE FREDERICK IN GREAT DRAMATIC PICTURE AT THE COOPER THEATERS
Pauline Frederick, greatest dramatic actress on the screen, scores another resounding hit in her most recent R-C production, "The Lure of Jade," which for exhibition at the Rivoli, Monday and Tuesday; Strand Wednesday and Thursday; Casino on Friday and Saturday. Miss Frederick has a role in which she reveals, in which she does quite the finest work of her recent career. She appears as the daughter of a rear admiral in the navy. She lives at a naval base in the Pacific Coast. There is happiness until scandal breaks and she becomes the unwitting victim. The shock results in the death of her father and she flees to the South Seas, a virtual outcast from society. Subsequent action takes place on an island in the South Seas and in

these scenes occur some of the biggest drama the screen has produced in many a day. Miss Frederick is brilliantly supported by a cast including such well-known players as Harlow Kirkland, Thomas Hobling, Arthur Rankin, Leon Gary, Carlissa Selwynne, L. C. Shunway and Togo Yamamoto. Colin Campbell directed.

BILL FAIRBANKS—CASINO
Miss Dorothy Dune, the young feminine star, is one of the screen's most promising lights. Miss Dune entered the screen world with Christie Comedies. Her auditions leaning more to drama than comedy, she left the comedies and played an important role in the "Half-Breed." Miss Dune's grace, charm and winning personality will be noticed in her work in "Go Get Him," Bill Fairbanks picture at the Casino today.

SESSUE HAYAKAWA IN "THE SWAMP" OPENS AT STRAND THEATER SUNDAY
Sessue Hayakawa in an entirely different role from any in which he has appeared is the trend in stars for local theaters when the noted dramatic star appears in his most recent R-C production, "The Swamp," at the Strand Theater today. Mr. Hayakawa made sure that the picture would suit him and give him opportunities for acting that others had denied him, so he wrote the story himself. The result is a splendid production in which the famous Japanese-American artist

proves himself a player of the widest range. In the early scenes of the production, for instance, there are many moments of the most delightful comedy and Hayakawa gives many a laugh. —a true comedian, absolutely. The story has to do with the experiences of a Chinese youth who sells vegetables in the slums of New York and of his love and sacrifices for a little mother and her son, with the latter of whom he forms a strong attachment. Its human interest is the big feature of the story. Miss Bessie Love also, a star in her own right, appears opposite Mr. Hayakawa. Others in the cast are Frank Lee, Lillian Langdon, Harlan Tucker, Ralph McCullough, and Janice Wilson. "The Swamp" will be shown at Casino Monday and Tuesday and Strand on Wednesday and Thursday.

Free Demonstration of the Zenith Carburetor



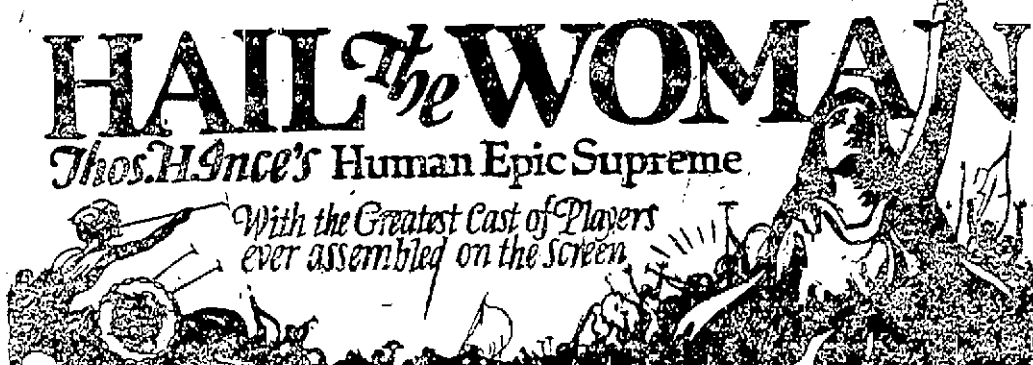
Drive around to our Service Station and we'll be glad to explain the Zenith Carburetor to you or give you a demonstration of its operation.

See for yourself why and how the Zenith gives Power, Economy and Reliability. There is a Zenith for every make of car or truck.

Russell Battery Service Company
110 So. Second Street.

RIVOLI

Showing Today,
Monday,
Tuesday
and
Wednesday



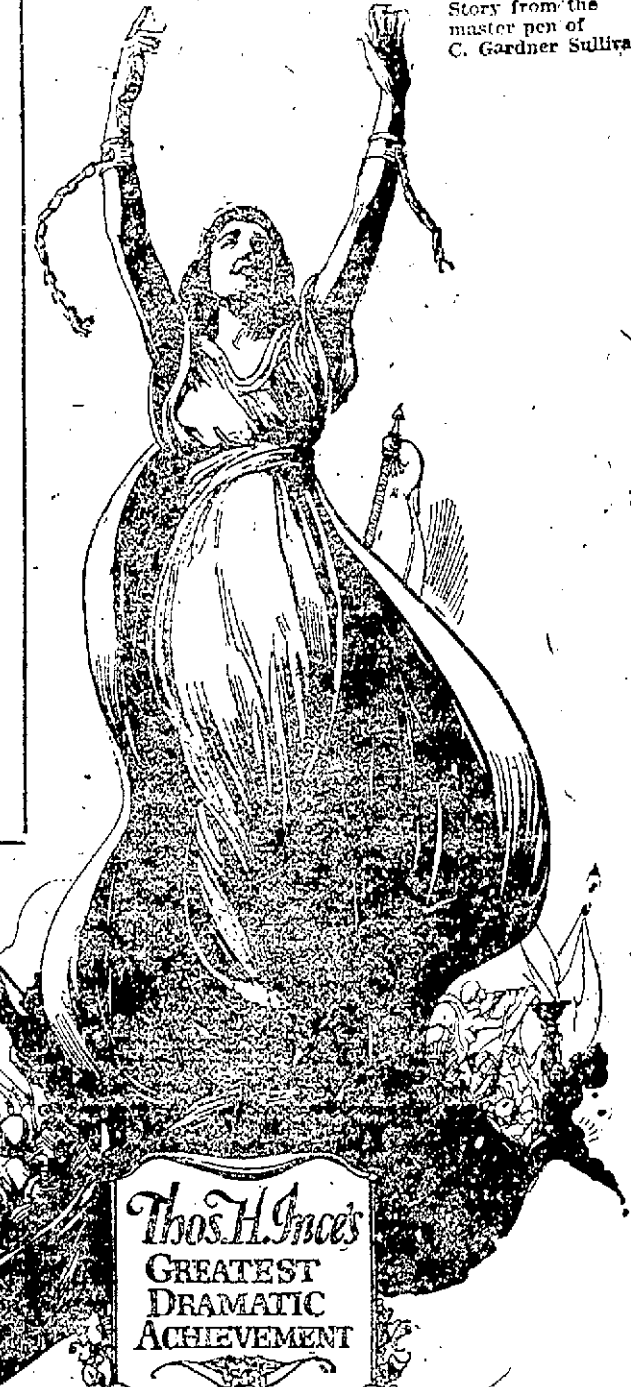
HAIL THE WOMAN
Thos. H. Ince's Human Epic Supreme
With the Greatest Cast of Players ever assembled on the screen

Cast includes:
THEODORE ROBERTS
FLORENCE VIDOR
TULLY MARSHALL
EDWARD MARTINDEL
GERTRUDE CLAIRE
LLOYD HUGHES
MADGE BELLAMY
CHARLES MEREDITH
BERNON DENT
MATHILDA BRUNDAGE

"The picture a weary public has waited for."
Humanity's symphony of Tears and Laughter. A story of real People for Real People.
READ WHAT THE GREAT PRODUCER THOS. H. INCE SAID TO US.

RIVOLI THEATRE, La Crosse, Wis.
Gentlemen:
I took "Hail the Woman" into three Los Angeles motion picture theaters with totally different classes of show crowds. The pre-viewers were unannounced, for I wanted to get the "feel" of every type of audience. The result was the same in each theater—"Hail the Woman" held them. Interested, entertained, moved to tears and to laughter to the end of its 7460 feet. The highest of the story and production had stood the acid test of three distinct types of theater patron.

I believe "Hail the Woman" to be my greatest dramatic production. My understanding of showmanship convinces me it will have the biggest success of any picture that I have ever made. Its appeal is universal.
Yours truly,
THOMAS INCE.



"The Playhouse"

Buster's the whole show, and that's no kid! He's the orchestra, the minstrels, the lead, the cuties in the chorus, the monkey—ye-ah, and the whole audience to boot! Nothing funnier on the boards.

If you're thin— You'll laugh and grow fat!
If you're fat— You'll laugh off a pound of flesh.

THE FIRST OF A NEW SERIES OF BETTER COMEDIES.

PRICES
Children 10c
No tax.
Adults 40c
Matinee 50c
Nights Plus tax.



Just
What
YOU
Have
Wished
and
Waited
For--
FIVE ACTS
Of Orpheum

VAUDEVILLE

We told our agent to give us the BEST THAT MONEY CAN BUY. He promised to give us great shows.

ON WEEK DAYS
and
FEATURE PICTURES

Also the
BEST MUSIC
in the West
by the

BEYERSTEDTS
At the **MAJESTIC**
MASTERS OF MUSIC

Bargain Matinee
Adults, 25c Floor 30c
Balcony Plus Tax.
Children, no tax 10c

NIGHTS
Children, no tax 10c
Adults, Balcony 30c
Lower Floor 50c Plus Tax.

Pauline Stark
The girl of Connecticut Yankee fame, and JOE KING, in
"SALVATION NELL"
That rare achievement—a true mirror of humanity. IT'S MAGNIFICENT!

ARMORY Roller Skating



Afternoon and Evening
SUNDAY EVENING
Graceful skating contest for couples.
Admission 10c; Skates, 25c.
SHELLIE CHARLES, Mgr.

LAST FAIR MADE
PROFIT OF MORE
THAN THOUSAND

Financial Statement Will Show
no Deficit When State
Aid is Paid

The La Crosse Interstate fair last year made a net profit of \$1200, according to the annual report of Secretary C. S. Van Antwerp presented at the annual meeting of stockholders February 3.

Nowhere in this paper may be misleading to some persons because on its face it shows a deficit.

This amount is more than overcome by an item of \$6,000 still due from the state as state aid. This sum, when received from Madison, will wipe out a back loan of \$1,700 and leave a net profit for the last fair of \$1,200.

E. M. Wing, John C. Burns and J. W. Losoy were elected directors for three years at the annual meeting.

The Terrid Zone

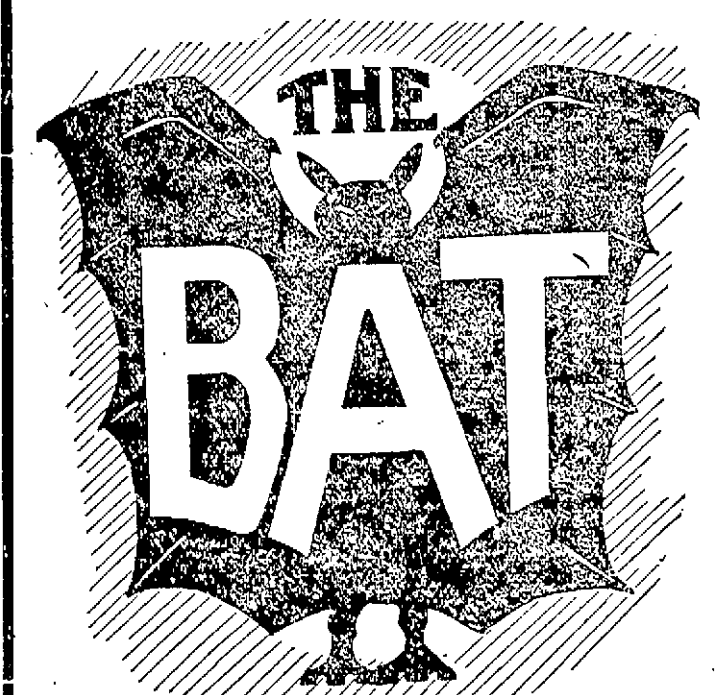
"You bet it gets pretty cold where it come from," said the man from North Dakota. "I've seen 55 below many a time."

"Call that cold?" sneered the man

LA CROSSE THEATRE 11-12
SAT. and SUN., FEB. 11-12
MATINEE SATURDAY

The greatest dramatic sensation in the history of the stage and the play that broke all records in Chicago for over one year at the Cohan's Grand and Princess Theatres. The Chicago Company will be seen here. The same cast and production that charged three dollars and fifty cents for the whole lower floor.

The DRAMATIC SMASH



By MARY ROBERTS RINEHART and AVERY HOPWOOD

"The best play of the year."—New York Herald.
"Keeps standing on the tips of their toes."—New York Herald.
"Thrill after thrill—one sensation after another."—Chicago News.
"An enjoyable bandit. 'The Bat.' So uncanny in its manipulation that now and again you are impelled to whistle to keep from being afraid."—Chicago Tribune.

LAUGHS and THRILLS

HOW TO SEND A MAIL ORDER.

Address your check to the Manager, La Crosse Theatre and enclose check and self addressed envelope. Mention part of house you desire to sit in. No special locations guaranteed as the demand is larger than the supply. Add war tax of 10 percent with your order.

Matinee, 75c to \$2.00; Nights, 75c to \$2.50—Plus tax.
SPECIAL REDUCED RATES ON LA CROSSE & SOUTHEASTERN.

SUPREME ORPHEUM VAUDEVILLE. NONE BETTER.

**You're Going to See
a Real Big City
Orpheum
VAUDEVILLE
SHOW TODAY**

If You Come HERE

Look! Here is the act that was featured at the Orpheum Theatre, Minneapolis, last week—Minneapolis raved about it. **Look!**

FREDERICK BURTON as Abraham Lincoln
IN THOMAS DIXON'S GREAT DRAMA
"A MAN OF THE PEOPLE"
NOTE: This act alone carries a carload of scenery and effects and a number of people—it's a real play.

Another Big Feature **JACK (Rube) CLIFFORD**
"ANDERSON CROW, DETECTIVE"—with "FID" JOHNSTON

Hollins Sisters —IN— **McCormack & Wallace**
AT "THE SEA-SPORT".
A nifty comedy act.

COMEDIANS **DAVIS and HALLY**
"AT THE CIRCUS"

The Blondies and Sister Comedy Acrobats
Picture Feature **Buck Jones in "BAR NOTHING"** A Rattling Ranch Romance

THE BEYERSTEDTS—Masters of Music.

MATINEE. Children, 15c Adults, 36c Lower Floor 50c Plus tax.
At 2:30 Balcony, 15c Balcony 40c Floor 75 Plus tax.

NIGHT. Children, 15c Adults, 40c Lower Floor 75 Plus tax.
At 6:15, 9:00 Balcony, 15c Balcony 40c Floor 75 Plus tax.

MAJESTIC

NONE BETTER. ORPHEUM VAUDEVILLE SUPREME.

CREAM OF VAUDEVILLE ACTS CAN BE FOUND HERE. SEE THEM TODAY. BEST ACTS THAT MONEY CAN BUY. A GREAT SHOW. DON'T MISS IT.

RIVIERA
COOPER'S
NORTH LA CROSSE, WIS.

Here's What Cooper Offers His Patrons Sunday at Bargain Prices!

**5 VODVIL ACTS
2 PHOTOPLAYS
1 Orchestral Concert**

THE VAUDEVILLE NUMBERS

Eddie Russell "Rube" Dancer.
Joek McGill Dra Scot comic.

Bradly and Carrel Saxophone Duo.
Gales and Langdon Comedy Talking, Singing

ALLEN EKHAWK
Swedish Comedian; some smart faller.

ON THE SCREEN

Zane Grey's Master Photoplay **"Man of the Forest"**
A fine picture of the out-lyons, enacted by a big cast.

PARAMOUNT MAGAZINE RIVIERA ORCHESTRA

CONTINUOUS SHOW SUNDAY

THE PRICES
BARGAIN MATINEE
10c and 33c
Prices change at 5 P. M.
Night Prices—15c and 40c, plus tax.

MONDAY AND TUESDAY
Pauline Frederick in "The Lure of Jade"
See this picture by all means.

CASINO
COOPER'S
CONTINUOUS SHOW SUNDAY—2 P. M. TO 11 P. M.
BARGAIN PRICES—10c and 22c.

TODAY ONLY
BILL FAIRBANKS
—IN—
"Go Get Him"
A story of the Northwest Mounted.
AND A COMEDY

MONDAY—TUESDAY

R.C. PICTURES CORPORATION Presents
SESSUE HAYAKAWA
"THE SWAMP"
A tale of hearts in a city's slums.
Comedy—"THE HE-VAMP"

COOPER'S Strand
MATINEE AND NIGHT SHOW SUNDAY
PRICES: 10c and 22c.

HERE TODAY ONLY
Sessue Hayakawa
—IN—
"The Swamp"
A tale of hearts in a city's slums.
Comedy—"THE H-VAMP"

MONDAY—TUESDAY
Zane Grey's "Man of the Forest"

JOHN B. ROGERS PRODUCING CO., Offers

KATHLEEN

A Y. W. C. A. BENEFIT ATTRACTION

EXACTLY AS STAGED IN SCORES OF LARGEST CITIES THROUGHOUT THE COUNTRY.

200 La Crosse Amateurs are Featured 200

Entire Scenic Equipment Furnished by the Producers

It's Something Different

"Kathleen" scored a tremendous success.
—Hartford (Mass.) Daily Times.

"KATHLEEN" made a tremendous hit. Possessing a clever plot, with bright and snappy dialogue and pleasing music, abounding in amusing situations, and appropriate stage settings; it had to go over—and it did. Encore after encore was given and deserved."
—Daily Kennebec Journal (Augusta, Maine.)

"Boy — page Flo Ziegfeld for 'Kathleen'"
—Alton (Ill.) Daily Telegraph.

Out of the Ordinary

A Rollicking Mirth- Provoking Musical Comedy

You'll Love "KATHLEEN"
There are all sorts and types of amateur productions—just as there are all sorts and types of professional attractions. Too often the theatre going public "shrivels up" at the mention of "home talent"—mentally visioning a long winded, drawn out "operetta" type of a play, with no "pep," no action, no life, and no appropriate equipment. "Kathleen" is different. Staged by experienced producers, it embodies all that is professional, and bears the reputation of having reached the topmost rung of perfection in the line of an amateur attraction. You won't regret seeing "Kathleen."


You'll Adore "KATHLEEN"
A Dazzling Amateur Offering of Merit

Gorgeous and Attractive Costumes and Properties

Box Office Reserval Monday 9 A. M. Advance Seats Now Selling, \$1 and \$1.50

LA CROSSE THEATRE Tuesday and Wednesday Evenings **FEB. 7 and 8**

The Song Numbers Are the Kind that Linger



**A
Page
of
Carnival
Memories**

HARRY WILLIAMS
The Man Guy



Myron Savage, "Der Kink", looks like Her Gracious Majesty, Old King Cole in his younger days. Miss Cora Larson.



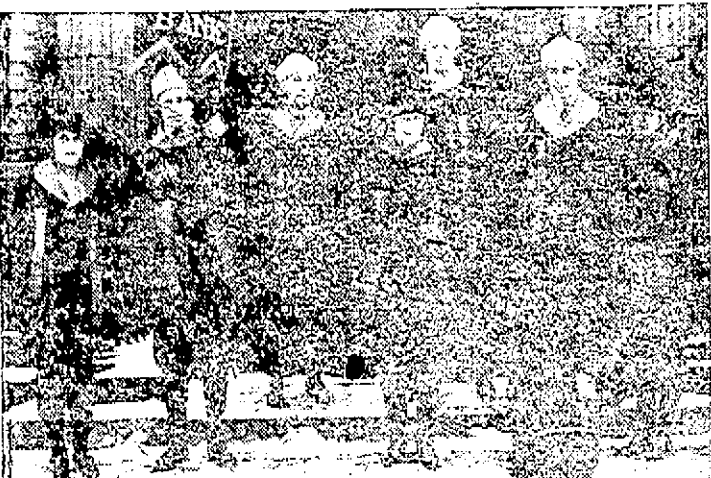
Red Riding Hoods, Huntsmen, Kitties—and Dave MacWillie, presumed to be representing the wolf.



Hello, Girls! These are the "Hello girls" of the Tel-phone company, and the pole climbers.



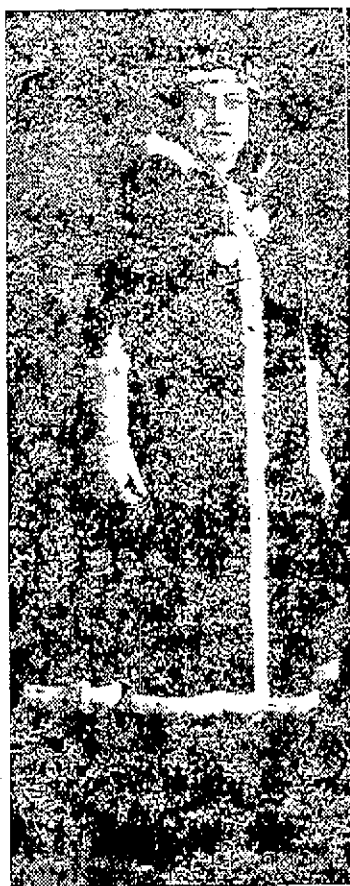
Ole, that Kruse uniform was a knock-out.



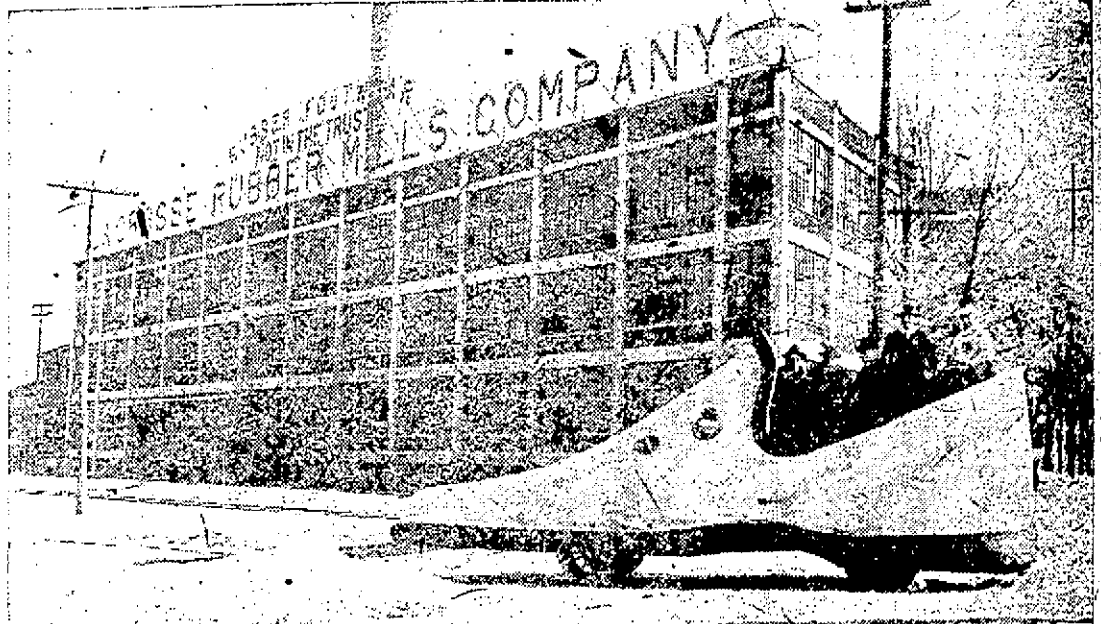
The Security Savings Bank Marching club, including Julian Thwing's dog "Roy".



Culet Green Deer and Frank Thunder, the Tribune Indians who really were.



KATHRYN HUBER
Queen of the Red Riding Hoods.



The Rubber Mills gang, gumshoeing around, the fat guy with the big chest under his belt is "Georgie Porgie" Miller.



Moen's was a little club, but it sure looked handsome.



This is what "Theo" Thompson "drug" in.



These flowers from Salzer's made a handsome bouquet.



The Roosevelt Bears, including the Bruin that danced at the party.

THE TRIBUNE CARNIVAL TRIBE SITS FOR A PICTURE



"Minnehaha, Laughing Water"

Hoan-Nun - Choonk - Nu - Day-Jaw-Sheep-Lay-Gaw—in other words—"Little Chief Who Falls Off His Horse."

MANY CITIES FAIL TO NAME A WOMAN ON POLICE FORCE

La Crosse and Other Municipalities in State in Need of Girl Protective Worker

In failing to have a policewoman, La Crosse is not the only city in the state not complying with the state law. Recently questionnaires were sent out by Mrs. Lucinda Irish, in charge of the Travelers' Aid Society, to various cities in the state asking

if there was a woman on the police force or a girl protective worker in the community, and if the attitude of the community and officials toward such an office was favorable. Thirty-seven answers have been received and show that there are but one or two such workers outside of Madison and Milwaukee. The officials and women of the smaller cities seem little interested in having a woman on the police force or doing protective work, according to the questionnaires received.

In Stevens Point, where there is a population of 14,000, the questionnaire returned stated there were no women on the police force, on the sheriff's staff, or girl protective workers of any kind, and that the club women, business men, mayor and chief of police were indifferent. There is no variation for girls except

dances, which are held twice a week, and motion picture shows.

La Crosse, with a population of 11,677, has no women workers but is taking steps to establish such an office through the Community Council. The attitude throughout the city is favorable. A woman bailiff has been appointed.

Although the club women are reported as favoring a woman police officer in Port du Lac, it was stated the mayor and the chief of police are unfavorable.

Eau Claire has a woman on the police force and she is found to be a helpful addition to the department. Many girls from out of town come there and a large percentage of cases needing attention are handled through the woman officer.

In Milwaukee during the last year there were 5,307 people, mostly wo-

men and girls, who were definitely as-

sisted by the Travelers' Aid and girl protective workers. Aged women out of employment, delinquent girls, children, cripples, deaf and blind peo-

ple, who were traveling through or to Milwaukee found assistance. Many out of employment, delinquent girls, children, cripples, deaf and blind peo-

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The Clean-Cut Man Makes A Hit

The secret of his pleasing appearance is just this: At frequent intervals he sends his suits to

Schultz Dry Cleaning Shop

GEO. SCHULTZ, Prop.

WE CALL FOR AND DELIVER.

113 South Fifth Street.

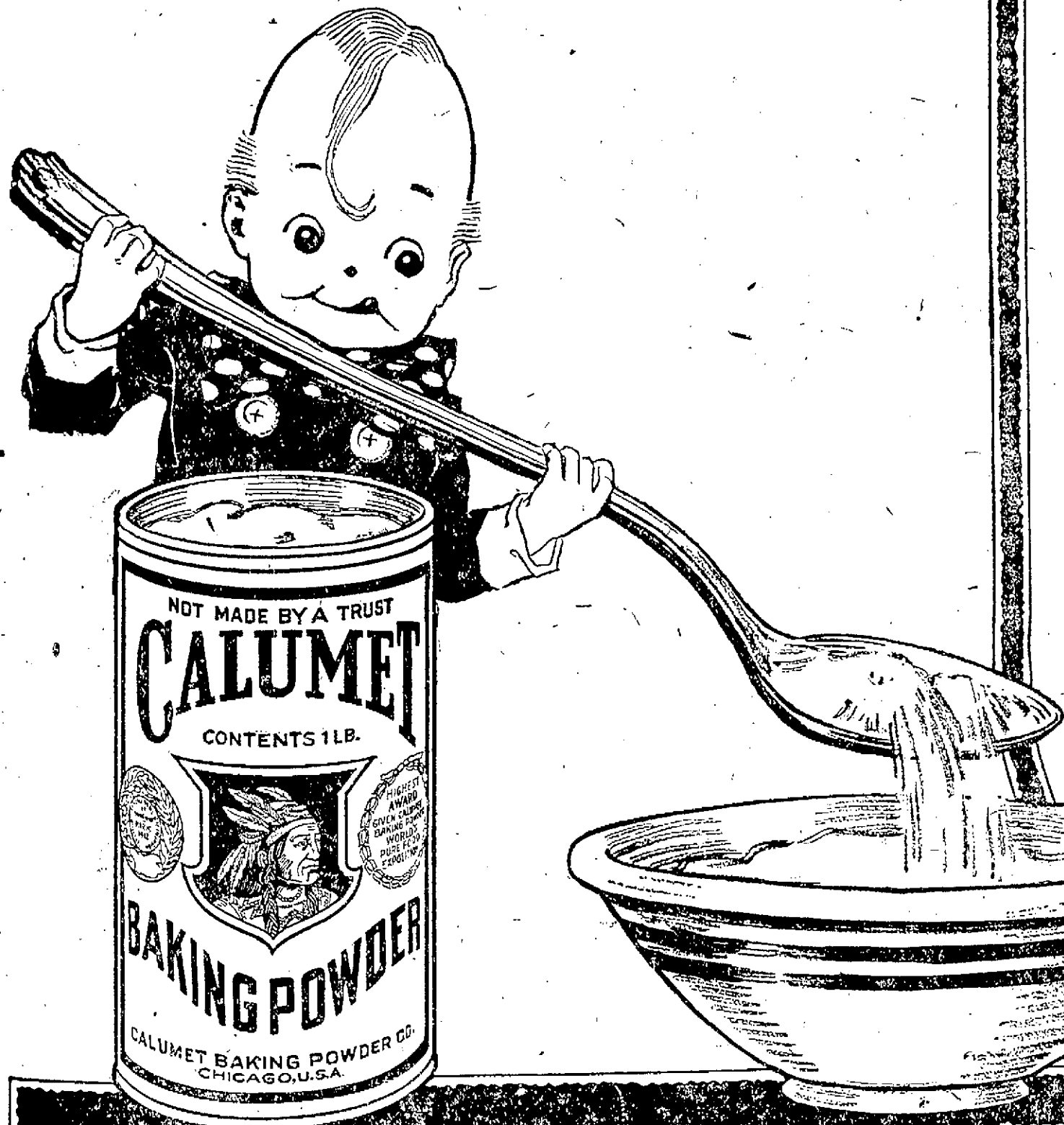
Phone 1351-A.

TRY OUR SUNDAY DINNER

It is sure to please you, today and every Sunday.

NEW DAIRY LUNCH

307 Main St.



CALUMET BAKING POWDER

You Don't Have to Guess—You KNOW You Use Less

There is only one way to be absolutely certain of satisfactory bakings—use Calumet.

Every time you employ Calumet you have the positive assurance of success. There's no guessing—no hoping—no luck. You know your baking will be sweet and wholesome because Calumet never fails.

Purity of the food that you serve to your family is of vital importance to health. Calumet is pure in the can—pure in the baking. Contains only such ingredients as have been officially approved by the United States Pure Food Authorities.

You save when you buy it—You save when you use it.

Calumet is by far the most economical baking powder. There's never any loss from spoiled bakings, no loss from failures. No waste.

Calumet has many times proven its superiority. Received highest awards at the World's Pure Food Exposition, Chicago, Illinois, Paris Exposition, Paris, France.

All of these things are cause for millions of housewives to insist on and demand Calumet—the largest selling brand on earth.

Have You Tried It?

A pound can of Calumet contains full 16 oz. Some baking powders come in 12 oz. instead of 16 oz. cans. Be sure you get a pound when you want it.

"BEST BY TEST"

BADGER MACHINE TO REMAIN INTACT AFTER EXAMINATIONS BELIEF

Next Game for Cardinals With Illinois at University Gym on Friday Evening

MADISON, Wis.—With the beginning of a new semester at the University Monday the basketball squad is once more hard at work preparing for the rest of its schedule. The next game for the Badgers will be staged here when they meet Illinois Friday night, Feb. 10th. This game is followed closely by Iowa who comes here Monday Feb. 13th. This ends a string of four games at home.

It is not believed that final examinations have caused any changes in the squad and practice will be pushed hard this week in an effort to defeat both Illinois and Iowa. With but one defeat the Badgers have by no means lost all chance at the conference title and the men are working hard to keep the record clean for the rest of the season.

On Feb. 11th the Badgers wrestlers are due to meet Minnesota at Minneapolis. The swimming squad will not go into action again until it meets Illinois at Urbana on Feb. 18th. On that day the Milwaukee Y. M. C. A. Gym team meets the Varsity at Madison preparatory to three conference meets to follow.

NO FRICTION EXISTS BETWEEN TWO GOLF ASSOCIATIONS NOW

Little Difficulty Regarding Stymie to be Cleared up Within Short Time

CHICAGO, Ill.—No friction now exists between the United States Golf Association and the Western Golf Association over rules of the game, according to a statement made by President A. R. Gates of the Western body, who said there were no differences between the two associations except regarding the stymie about which it was hoped an understanding would soon be reached.

At the recent meeting of the Western association, President Gates announced that the U. S. G. A. had agreed to recognize as local rules, all the innovations made by the Western association, except for the stymie and the lifting of the ball from an unplayable lie. He said the stymie would remain abolished in the Western association until further notice while the rule allowing the lifting of the ball when unplayable would be rescinded.

FORTY-FIVE CITIES REPRESENTED IN THE ELKS' TOURNAMENT

CHICAGO, Ill.—Forty-five cities are represented in the annual tournament of the Elks' National Bowling association, opening here Saturday and continuing until Feb. 15. In the doubles 346 pairs are entered and in the singles 650 bowlers will compete.

There are 166 teams entered from all parts of the country and included are some of the leading bowlers, including Mort Lindsey, New York; Jimmy Blum of Blue Island, Ill.; Jess Prichard, Indianapolis; Bert Allen, Detroit; Jimmy Smith, Milwaukee; and Kid Selbach, Cincinnati. Detroit has the biggest entry list of any except Chicago.

SPORTS ASSOCIATION ENJOYS BIG SUCCESS DURING FIRST SEASON

Organization Passes First Milestone of its Existence on February 8; Staging of Mid-summer Festival and Construction of Warming Hut Features Work

HAVING been active in the support and promotion of outdoor sports including those of winter and summer alike since its organization last year, the La Crosse Outdoor Sports Association on February 8 will pass the first milestone of its existence as a successful organization.

Despite its youth, the association through the support of the people of the city has accomplished during the initial year of its existence far more than its officials had predicted. This realization was made possible through the generous co-operation of the public out of which the association grew by popular demand.

Stage Mid-summer Festival

The first big attempt of the association was the staging of a mid-summer athletic and aquatic festival on the Fourth of July last year. Among events of the festival were band concerts, athletic competition of all kinds at the fair grounds in the forenoon, with the afternoon devoted to aquatic events, including swimming, diving and boat races on the Mississippi river. In the evening, had the weather permitted, plays were outlined for an elaborate Venetian Night on Pettibone lagoon with hundreds of decorated canoes participating. It was to have been the initial event of its kind ever staged on the waters about La Crosse. With the abatement of the storm, however, thousands were attracted to the park to witness the pyrotechnical display staged from a beautifully decorated Italian landing place on the shore of the lagoon. During the afternoon the program of music, swimming, diving, sack races and various other novelty events, afforded entertainment for all who visited the park.

Promote Amateur Ball

In addition to staging the Fourth of July festival, the association promoted amateur baseball in the city, organizing a league of six teams. The teams were composed of boys under 17 years of age and a championship pennant was awarded the winner, Wile Brothers, which team emerged victorious from all the contests. The team was named city champions for the year.

When the winter sports came along, the association with permission of the Pettibone park commission, undertook to maintain Pettibone lagoon as a rendezvous for skaters. And considering handicaps under which it has labored, the association has done admirably well. It has assumed the responsibility of maintaining and repairing a comfortable warming house for skaters at an initial outlay of close to \$500. In addition it has employed a care-taker, who has supervision over the rink, and another to take charge of the checking of wraps and handling refreshments in the hut. The association also assisted the carnival committee in outfitting and staging the sporting events.

Highly Commended

With this successful record during its initial year's existence, the association has been highly commended on every hand, both by those who are included on its membership roll, and by those who neglected to enroll.

The association grew out of popular demand for such an organization on February 8, 1921. Enthusiastic sporting promoters realizing its possibilities were called into conference at the normal school auditorium following the winter carnival of 1921. With W. J. Wittich of the normal school, acting as temporary chairman, officers were elected and the organization was officially named the La Crosse Outdoor Sports Association.

14 Charter Members

On the list of charter members of



SKI CLUB MEMBERS TO HOLD IMPORTANT MEETING THIS WEEK

The newly organized La Crosse Ski club will hold an important meeting next Wednesday night at 8 o'clock in the chamber of commerce hall. The purpose of the meeting will be to arrange plans for another ski tournament which is to be held within the next ten days or two weeks. Everyone who is at all interested in the activities of club, and who wishes to help in making the coming tournament a success, is urged to be present at this meeting.

Members of the La Crosse Ski club wish to express their grateful thanks and appreciation to the chamber club for the silver loving cup which was donated by that organization to the amateur making the last showing in the winter carnival ski tournament.

Wald, H. M. Curtis, W. C. Netzel, George B. Rose, Jr., J. Schlotter, Gus A. Ott, Harry Watkins, W. D. Mac-Wille, W. F. Russell, L. H. Riscoe, O. N. Hoff, R. L. Bangsberg and W. J. Wittich.

The following officers were elected at the first meeting: W. J. Wittich, president; R. L. Bangsberg, secretary; and E. C. Von Wald, treasurer. The board of directors authorized to be approved by the president was composed of the following men: George Mead, Peter Bot and E. C. Gerber.

Amateur Competition

The La Crosse Outdoor Sports association was formed, primarily, for the purpose of encouraging all forms of outdoor activity for both winter and summer. Its purpose is to cultivate a keener interest in all these activities among both sexes, young and old. Believing it to be more wholesome and conducive to better sportsmanship, the association in its constitution limited competition to the amateur class only.

EUGENE CRIQUI "KNOCKOUT KING" DEFEATS LEDOUX

PARIS. — Eugene Criqui, the "knockout king," won the bantam-weight championship of Europe Saturday when he knocked out Charles Ledoux in the first round of a scheduled twenty round bout.

IN THE SPORT MIRROR

By R. L. BANGSBERG

Following the recent suggestion from Winona of an eight-club semi-professional baseball league including two teams each from the upper city and La Crosse, there has been considerable discussion on the possibilities of such an organization.

The management of the Nelson Clothing company organization, city champions, has gone on record as opposed to membership in the league. From a business standpoint, and the Nelsons have a reputation of conducting their affairs in that manner, it would seem that the club has legitimate reason for being so opposed. The north side club has sprung through consistent effort during the past twelve years, from an insignificant aggregation east about from one sand lot to the other, to the foremost club in the city of La Crosse. The reason which prompts their chills toward the proposed league is found in the fact that as an independent organization, the club has been a success. The management declares that while the present success continues it can see no reason for a change. A member of the Nelson management said the club has several times refused bids to enter league baseball.

What action will be taken with regard to the matter upon re-organization of the La Crosse club is not known as yet.

Manager Lapitz, of the Winona Peerless Champs, dropped into the office Saturday bubbling over with enthusiasm for the organization of a semi-professional league. As manager of the Peerless Champs for the past three years, Mr. Lapitz has developed one of the foremost aggregations in this section. He was of the opinion that a semi-professional league, governed by proper regulations, would eliminate "cut-throat" rivalry such as existed in Winona last year particularly, and which, we remember, was not entirely absent among supporters of the respective teams in this city.

While it is proposed in the league to arrange a schedule of twenty-one games, sufficient to permit each club to meet each other one three times, the plan is not to limit the clubs to participation in league games alone. Twilight baseball proved a popular early evening entertainment last year and it is not to be doubted that fans will again welcome the evening games, should daylight saving be continued this year; and in any event Saturday and holiday games are sure to be popular.

We are of the belief that a semi-pro league could be made a success inasmuch as Sunday games only are proposed. With no restrictions placed upon league teams participating in week-day contests, there seems to be no reason why additional teams could not be brought here without interfering with the league. But the really important question is what do the fans think? We'd like to have the interested ones split their opinions to the paper. Space is free and unlimited.

GOPHER HOCKEY TEAM HAS WALK-AWAY IN GAME WITH BADGERS

ST. PAUL, Minn.—The University of Minnesota hockey team again had a walk-away in their game with the University of Wisconsin here this afternoon, winning seven to nothing. Barber starred for the winners and Treadwell played well for the visitors. Last night the Gophers beat the Badgers, 12 to 2.

BOB McDONALD WINS CHAMPIONSHIP OF TEXAS GOLF TOURNEY

SAN ANTONIO, Texas—Bob McDonald, of Chicago, won the championship in the Texas open golf tournament here Saturday. McDonald shot a 281 at the end of two days' play. Cyril Walker of Englewood, N. J., was second with 282 and Leo Diezel of New Orleans, third with 284.

OLYMPICS DEFEAT HOLMEN QUINTET IN BASKETBALL

Local Five Trims Holmen Team in Fast Game; Seeks Out-of-Town Games

Last Thursday night the Olympics, a La Crosse basketball team, defeated the fast Holmen team, 38 to 24 on the Holmen floor. Moore starred for the Olympics, making 24 of the 38 points. The low score of the Holmenites was due to the close guarding of Saenger and Earle. The lineup of the Olympics was: Moore and Green, forwards; Brown, center; Earle and Saenger, guards; Falt and Niekahr, subs.

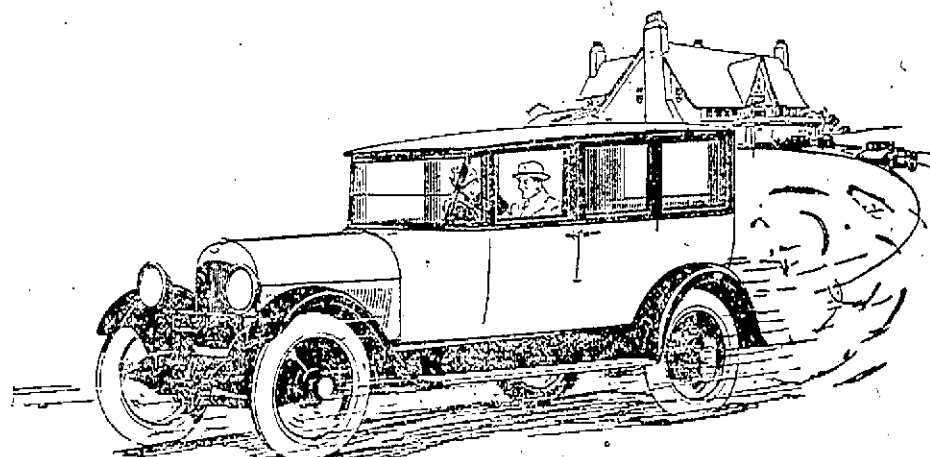
The Olympics is a fast, well balanced team composed of several players well known locally. They have played several games this season, most of which have turned out to be victories. The management is desirous of scheduling out of town games with teams from any town or city near La Crosse. Any one wishing games should communicate with the manager, A. E. Niekahr at 627 South Fifth street. Phone 1761-C.

BALL FANS!

What do you think of this proposition suggested by sporting fans at Winona that there be an eight-club semi-professional league formed including two La Crosse teams? The sporting page of the Tribune and Leader-Press invites you to publicly discuss the matter through its columns from day to day. Let's hear what you think about the thing. If it's a good idea in your estimation, tell others all about it. On the other hand, if you are opposed to the proposition, tell them a bout that, too. Address your communications to the Sporting Editor.

PAIGE

The Most Beautiful Car in America



WHEN it was introduced, the Paige 6-44 Sedan sold for \$2945. Today you can buy the New Series Model for \$2245. This means a cash saving of \$700, plus the added refinements and improvements of a full season's development.

But the real satisfaction of owning a Paige cannot be measured in dollars and cents. With its flexible, silent 50 horse power, six cylinder motor, light in weight and hung low, it is as fine in performance as it is beautiful in appearance and appointment.

You need just one ride—one experience on the road—to learn for yourself the superb qualities of this really fine closed car. Then it will be your choice, irrespective of price.

The New 6-66 Prices		The New 6-44 Prices	
131 inch wheel base—70 horse power		119 inch wheel base—50 horse power	
6-66 Lakewood, 7-Pass. Touring	\$2195	6-44 Touring, 5-Pass.	\$1895
6-66 Larchmont II, Sport Type	2245	6-44 Sport Type, 4-Pass.	1795
6-66 Daytonia, 3-Pass. Roadster	2495	6-44 Roadster, 3-Pass.	1995
6-66 Sedan, 7-Pass.	3155	6-44 Sedan, 5-Pass.	2095
6-66 Limousine, 7-Pass.	3350	6-44 Coupe, 4-Pass.	1995
6-66 Coupe, 5-Pass.	3190		

Cord tires standard equipment on all models

J. W. MASHAK & SON

326 So. 5th St. DISTRIBUTORS. Phone 2-11-1

WILLS SAINTE CLAIRE

The Mo-lyb-den-um Car



The new price at which this remarkable car is now offered is made possible only by volume production and unusually favorable manufacturing facilities.

Touring Car	\$2475
Roadster	2475
Coupe	3275
Sedan	3475
Imperial Sedan	3575
Town Car	3850
Limousine	3850

All Prices F. O. B. Marysville, Mich.

60 degree Eight Cylinder Motor—Overhead Valves and Cams. Mo-lyb-den-um Steel Construction—the outstanding triumph of Motor Car Engineering—now in its second year of unparalleled success.

You are invited to see and ride in the Wills Sainte Claire

Open and Closed Models now on display in our New Salesroom.

JOS. E. HOFWEBER

Fifth and State Sts., La Crosse, Wis.

NO folks, Babe Ruth is not the leading man with "The Bat."

COLLEGEVILLE, Minn.—Basketball: St. Cloud Teachers, 14; St. Johns University, 15.
ST. PAUL, Minn.—Basketball: Coe College, 17; Hamline University, 25.

Needed Investigation
"Are you on this investigating committee?" "I think so." "What are we investigating?" "Dunno." "Well, let's play poker until the chairman comes. Maybe he'll know."—Louisville Courier-Journal.

Attention Shoe Skaters
Let us sharpen your shoe skates. We use the regular Nestor-Johnson shoe skate holder and oil stone.
Campbell's Cycle Agency
225 No. 3rd St. Phone 52.

Bodega Club

"The Store with a Conscience", 120 So. 4th St.
Sandwiches, Cigars, Billiards.

We serve only the very best quality coffee, and it's piping hot all the time. Only pure cream used. 3c a cup.

Bodega Club

"The Store with a Conscience", 120 So. 4th St.
Sandwiches, Cigars, Billiards.

QUEEN OF WINTER CARNIVAL TO SEE "KATHLEEN" SHOW

Miss Cora Larson and Retinue
to Occupy Box at Tues-
day Performance

There is going to be an attraction at "Kathleen" other than the production itself. The queen of La Crosse's recent carnival has announced that she and the majority of the various queens of the different delegations will attend the production. By request of the "Kathleen" management, Miss Cora Larson and her retinue will attend in full costume, as worn during the carnival, and will occupy the boxes as the guests of the evening. A number of the business men of the city are also cooperating in assisting their employees to attend the benefit attraction in a body. A delegation from the Telephone company, Kresge's and others have already made their reservations and undoubtedly a number of the representatives will also attend in carnival costume. Principals taking part in "Kathleen" include Miss Calverna Linse, Miss Margaret Thruce, Miss Celeste Higgins and the Messrs. Leon Beery, Clyde Russell, Roy Christenson, George Marti, Harold Oyden, Frederick Hankerson and Gordon Kerr.

FARMERS' MEETING AT CAMPBELL HALL NEXT WEDNESDAY

The February meeting of the La Crosse County Agricultural, Horticultural and Dairy association will be held in Campbell hall next Wednesday, February 5. Following is the program: Community singing led by Mrs. R. C. Whelpley, La Crosse. "Facts Everyone Should Know About Cancer"—Dr. D. P. Crowell, La Crosse. Vocal Duet—Mrs. John Westenhof and Mrs. Don Bucklin. "Porto Rico"—Mrs. E. C. Thompson, La Crosse. Reading—Mrs. Frank Pope, La Crosse.

KATHLEEN

Miss Calverna Linse, Who Will
Play Title Role in Y. W. C. A.
Production This Week.



Crosse. Solo—Mrs. Robert C. Whelpley. Illustrated Talk—John S. DeJard. Madison, Wis. Community Singing—Mrs. Whelpley. Dinner will be served at noon. All are welcome.

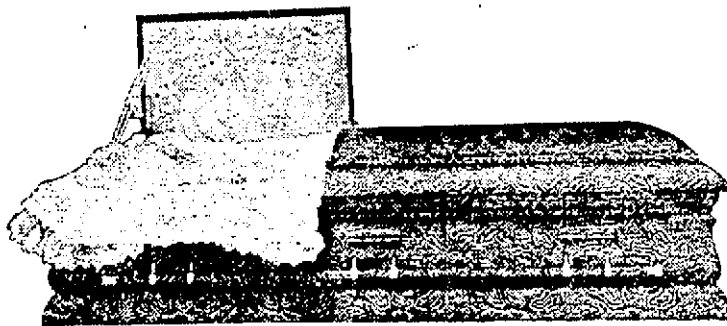
More than 36,000,000 gallons of gasoline was produced in 1928.

CLARK'S CRUISES BY C. P. R. STEAMERS
Clark's 3rd Cruise, January 23, 1929
ROUND THE WORLD
Superb SS "EMPEROR OF FRANCE"
1841 Gross Tons, Specially Chartered
4 MONTHS CRUISE, \$1000 and up
Including Hotels, Fees, Drives, Guides, etc.
Clark's 19th Cruise, February 3
TO THE MEDITERRANEAN
Superb SS "EMPEROR OF SCOTLAND"
2000 Gross Tons, Specially Chartered
65 DAYS CRUISE, \$600 and up
Including Hotels, Fees, Drives, Guides, etc.
19 days Egypt, Palestine, Syria, Italy, Greece, etc.
Europe stop-overs allowed on both cruises.
Europe and Pacific Play Parties, \$400 up
Frank C. Clark, Times Building, New York.

Boys Are Not Learning Trades
A bowl is going up from newspapers in different parts of the country because of the inability to get boys to learning the printing trade. It has brought out the observation that this is true of all trades at present. Boys are not learning trades as they did formerly.
Her Only Chance
Inconceivable—Does she dance badly? Quaint—Yes, if the chaperones aren't looking.—Polician.

TO be a helpful
bank, always
ready to go out of
our way to accom-
modate a customer,
is a policy that has
made lasting friends
for this institution.

Security Savings Bank
Fourth and State



Another Splendid Example

of our ability to render personal service during a trying time without excessive cost.

The beautiful state casket, pictured above, half casket, silk lined, with covered handles, at \$175.00 INCLUDING OUTSIDE CASE.

L. H. WHITE

FUNERAL DIRECTOR AND MORTICIAN.

Lady Assistant. 220 Main St. Phone 1778.

Special Sunday Dinner
75c
Hotel La Crosse Coffee Shop

USE COMMON SENSE
TRADE ON
12th & JACKSON

The Best
That
Money
Can Buy

is what you
get by let-
ting us do
your print-
ed matter.



"The Sign of Good
Printing"
209 MAIN ST.
La Crosse, Wis.

"Let's Play"!

Was the "SLOGAN" of all La Crosse during our recent Winter Carnival.

Four days of real fun, wasn't it?

Now we suggest this same "SLOGAN:" "LET'S PLAY"—for every La Crosse woman FIFTY-TWO times a year.

Let us take your weekly washing, wash and iron your table and bed linen, towels, etc., and wash and dry your other articles, while you "PLAY." We know that if you figure the cost of your home washings you will find that you can "PLAY" while your washing is being done, at a real saving in hard earned dollars.

Bear in mind that each family receives an individual wash, not a mark is put on the clothes, and only the best of supplies are used.

And hundreds of gallons of sparkling, soft water to each washing has a telling effect on the life of your linens.

Why not "PLAY" while your washing is being done the MODERN STEAM LAUNDRY'S SEMI-FINISHED WAY.

Priced at 7c per pound, minimum charge \$1.00, places this service within the reach of all.

Call 388, tomorrow—one of our courteous drivers will be there promptly.

Modern Steam Laundry Co.

Phone 388

310-312 State St.



To Brighten Things Use PAINT

Brighten up your floors, furniture, woodwork, or whatever surface has become dull looking. A coat of paint or varnish will work wonders. We have a paint or varnish for every purpose. You will be surprised at its low cost.

A. & C. Johnson
Company

111 No. 3rd St.

Conspicuous nose pores grow larger if neglected



THE pores of your face are not as fine as those on other parts of your body.

On the nose, especially, there are more fat glands, and there is more activity of the pores. If these pores are not properly stimulated and cleansed, they clog up and become enlarged.

To reduce enlarged pores, follow every night this simple treatment:

WRING a soft cloth from very hot water, lather it with Woodbury's Facial Soap, then hold it to your face.

When the heat has expanded the pores, rub in very gently a fresh lather of Woodbury's.

Repeat this hot water and lather application several times, stopping at once if your nose feels sensitive.

Finish by rubbing the nose for 30 seconds with a piece of ice.

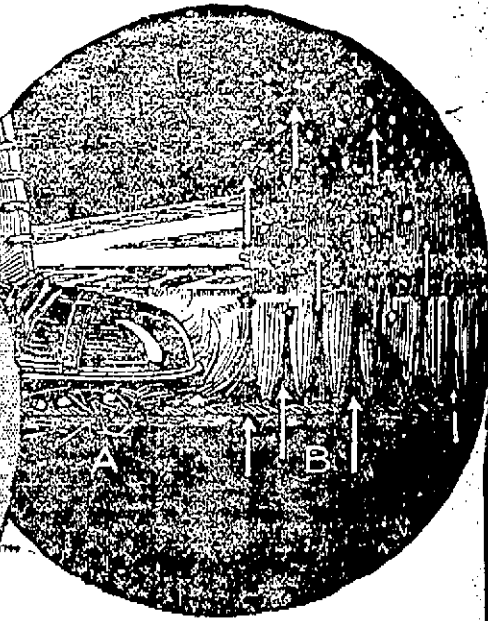
GET a cake of Woodbury's today, at any drug store or toilet goods counter, and see what an improvement this treatment will make the first time you use it.

Do not expect to change in a week a condition resulting from long neglect. But follow the treatment persistently and you will be able to reduce the enlarged pores and make them inconspicuous.

A 25-cent cake of Woodbury's lasts for a month or six weeks of this treatment and for general cleansing use. The Andrew Jergens Co., Cincinnati, New York, and Perth, Ontario.

DOERFLINGERS

DOERFLINGERS



A—How the nap is cut by sharp grit when rug is walked on.

B—How America's powerful air suction lifts the grit out.

FEEL the Grit from Your Rugs!

You certainly should arrange for a free America demonstration in your own home. Have the demonstrator shake the dust out of the bag onto a piece of paper.

Then your sensitive finger-tips can feel in this dust the sharp grit—particles of glass, cinders, coal, rock and metal—that

America's powerful air suction lifts out with the other dirt.

It's this sharp grit—brought in on the soles of shoes—that grinds off the nap every time the rug is walked on, wearing bare spots and shortening the life of the rug.

Then you will realize why we call

AMERICA

The Cleaner that Saves the Rug

Beating, sweeping and ordinary cleaner methods remove the dirt but fail to lift this heavy, nap-destroying grit. It takes America's far greater air volume to do this thoroughly.

Only the America has these patented features:

- 1 The Double Size Mouth, completes your work in half the time; and also lifts the rug slightly from the floor, permitting the flow of air beneath.
- 2 The Two-way Brush straightens the nap from both sides.
- 3 The Front Air Arch gathers lint, paper, matches, hairs and ravelings, without clogging the brushes.
- 4 The Baseboard Dust Tunnels at the sides clean quickly in corners and draw the dust sideways from along the baseboards.

Phone, write or call today for a
**Free Demonstration
in Your Own Home**
There is no obligation or expense.

A. E. KELLY, Doerflinger's Electrical Department
BASEMENT—PHONE 451.